



## News from the Tobacco Prevention and Control Program

### We're back

Following the departure of the staff writer several months ago, I'm pleased to announce that Wright Communications Inc. will assist the program with a variety of communications tasks, including writing this newsletter. Wright Communications has extensive experience working with local and state government agencies, and Brad Wright's background in journalism will help ensure that contractors and other stakeholders receive timely and relevant information.

The newsletter will be published every two months and distributed via email and at

[www.doh.wa.gov/tobacco/contractors/newsletters.htm](http://www.doh.wa.gov/tobacco/contractors/newsletters.htm). We want to make the newsletter not only a vehicle for information about our program but also a means for our partners to have their activities and events covered.

If you would like to contribute to the newsletter, please contact your contract manager or Susan Zemek at 360-236-3634 or [susan.zemek@doh.wa.gov](mailto:susan.zemek@doh.wa.gov).

### Hold the date

The Tobacco Program's annual statewide conference is scheduled for March 4-6 at the Sea-Tac Doubletree Hotel. More details will be available soon.

### Other articles in this issue:

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### Teens train the trainers

A youth rally in downtown Yakima was planned and executed by a youth work group at the Washington State Prevention Summit last month. Teen teams at the summit presented workshops on increasing teen prevention participation, strengthening youth knowledge about the effects of tobacco use, positive communication strategies, and ways to recognize and combat deceptive marketing tactics of tobacco companies. The Tobacco Program sponsored the summit, and provided planning and presentation assistance.



In preparation for the summit, the Tobacco Prevention Resource Center held the 4<sup>th</sup> Annual "Teen Train the Trainer" September 27-28 in Seattle. Eleven youth teams from Adams, Clark, Cowlitz, Island, Lewis, Okanogan, Pierce, Spokane, Skagit, Whatcom, and Thurston counties prepared for their presentations at the summit.

### **New research shows 83,000 fewer smokers in Washington State**

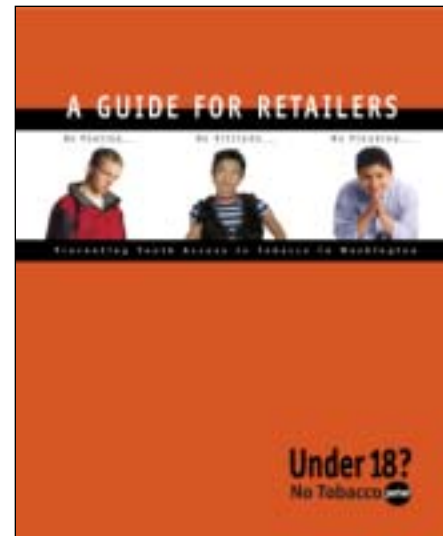
Recent research by the Department of Health shows the number of adult tobacco users is going down. Recently conducted telephone surveys revealed an 8 percent decrease in the number of smokers in Washington from 1999 to June 2002. This translates to 83,200 fewer smokers or roughly enough smokers to equal a city the size of Everett.

The decreases in smoking are the result of focused efforts by the Tobacco Program and our many community, school, and tribal partners. In addition, the two-year-old Tobacco Quit Line has received more than 24,000 calls from Washington residents seeking free help in kicking their tobacco habit, and the advertising presence has kept the quit line telephone number and Web site top of mind. There are plenty of challenges ahead, but congratulations to everyone involved in tobacco prevention on these encouraging results. More detailed information, including the rates among youth, will be available in February. For more information, please read [the press release and fact sheet](#) about the surveys or contact Julia Dilley at 360-236-3632 or [jula.dilley@doh.wa.gov](mailto:jula.dilley@doh.wa.gov).

### **Retailer education packets now available**

The long-anticipated retailer education packets are here! After months of research and development, the materials for educating retailers about youth access to tobacco are available through the DOH clearinghouse at [tobacco.clearing@doh.wa.gov](mailto:tobacco.clearing@doh.wa.gov). Folder quantities will be limited to the number of retail stores in each county.

The stylish red/black/white folders contains an ID checking tip sheet, resource contact list, fact sheet, employee break room poster, cash register placard, retailer Q&A pamphlet, employee training guide, "Know the Law" tear off sheet, and a cover letter from Mary Selecky, Washington State Secretary of Health.



The following items can be ordered individually or in bulk (you don't have to order an entire packet just to get these): ID checking tip sheet, employee break room poster, cash register placard, retailer Q&A pamphlet, employee training guide, and "Know the Law" tear off sheet (in pads of 50).

For further information, contact Tom Wiedemann at 360-236-3643 or [tom.wiedemann@doh.wa.gov](mailto:tom.wiedemann@doh.wa.gov).

### **Enhancement grants awarded**

This month, the Tobacco Program awarded more than \$1 million in grants to community contractors for projects to enhance work in three priority areas: reducing tobacco related health disparities, reducing exposure to secondhand smoke, and reducing tobacco use among 18- to 24-year-olds. The program is funding 18 projects in 10 counties as a result of a competitive process. Most projects involve community partners, including schools, tribes, and local non-profit organizations. Funding for the projects ranged from \$22,300 to \$75,000 for the first year. Multi-year projects will be evaluated for renewal for up to three years.

For more information, contact Terry Reid at 360-236-3665 or [terry.reid@doh.wa.gov](mailto:terry.reid@doh.wa.gov).

### **Washington Quit Line evaluated**

A high percentage of Washington Tobacco Quit Line users are satisfied with the services they received, according to the satisfaction survey conducted earlier this year by the Tobacco Program.

Eighty-six percent of survey respondents reported overall satisfaction with the quit line and 88 percent would recommend the service to others. More than 80 percent reported the service helped them quit smoking and 87 percent were satisfied with the cessation specialist who spoke with them. Of those respondents who received a referral to community resources, 90 percent were satisfied with the referral. The survey examined characteristics and satisfaction levels of tobacco users who called the quit line between December 2001 and February 2002.

An earlier survey, the Quit Status Survey, assessed quit attempts and abstinence rates for quit line callers between August and October 2001. More than half of the respondents to this survey – 55 percent – reported attempting to quit more than once. Since calling the quit line, 82 percent made a serious attempt to quit and nearly 88 percent reported that their attempt had lasted 24 hours or longer. The seven-day abstinence rate of 13.5 percent for Washington quit line callers is similar to the rate reported by the U.S. Department of Health and Human Services for individuals who use proactive telephone counseling (13.1 percent).

Evaluation and assessment are critical components of good program planning and implementation. While these survey results are encouraging, the Tobacco Program continues to work with Group Health Cooperative and the Center for Health Promotion to ensure high quality services are provided to Washington residents who are trying to quit.

For more information on the evaluation report or the Washington Tobacco Quit Line, contact Tamatha Thomas-Haase at 360-236-3722 or [tamatha.thomas-haase@DOH.wa.gov](mailto:tamatha.thomas-haase@DOH.wa.gov).

### **Tobacco Quit Line brochures available**

Copies of the revised Tobacco Quit Line brochure are available by emailing the clearinghouse. These brochures contain general information about the services offered by the quit line and are meant for tobacco users who might want to call the quit line. To order the quit line brochure and other materials from the clearinghouse, please use the [Forms and Publications Request form](#) and send to [tobacco.clearing@doh.wa.gov](mailto:tobacco.clearing@doh.wa.gov).

### **Teenage news crew needed for youth newsletter**

Teen Futures Media Network, University of Washington, is launching a new electronic newsletter to provide local youth coalitions with their own place to share ideas, successes, and frustrations in the fight against Big Tobacco. All decisions about the newsletter will be made by youth. Ryan Cassidy, a University of Washington journalism senior, will lead the effort. Teenage reporters, photographers, news gatherers, graphic designers, cartoonists, and artists are needed. For more information, contact [erinmf@u.washington.edu](mailto:erinmf@u.washington.edu).

### **Washington BREATHE Alliance**

The recently formed Washington BREATHE Alliance is dedicated to educating the public about the dangers of secondhand smoke and affecting public policy change to ensure clean indoor air for all of Washington's citizens. BREATHE wants to begin a dialogue with leaders in tobacco prevention and control on how best to accomplish its mission. BREATHE Project Director Kevin Knox can be reached at 425-322-1142 or [Kevin.Knox@cancer.org](mailto:Kevin.Knox@cancer.org).

BREATHE has placed field organizers in communities throughout the state to support local tobacco control coalitions already working on reducing secondhand smoke exposure and to encourage allied community coalitions to address secondhand smoke issues. The field staff will link Washington BREATHE resources with community coalitions, organizations, and others working toward common goals.

- Puget Sound: Lee Tanuvasa, Washington Asian Pacific Islander Families Against Substance Abuse, 206-223-9578 or [lee@apialliance.org](mailto:lee@apialliance.org)
- Eastern Washington: Kelli Balano, American Heart Association, 509-536-1500 or [kelli.balano@heart.org](mailto:kelli.balano@heart.org)
- Central Washington: Carrie Nyssen, American Lung Association of Washington, 509-248-4384 or [cnyssen@alaw.org](mailto:cnyssen@alaw.org)

### **Tobacco at the movies**

Despite a 1998 multi-state tobacco settlement banning tobacco companies from marketing to children and banning payments to place tobacco products in films, tobacco use in the most popular youth-oriented movies has increased by 50 percent, according to a new report. "Tobacco at the Movies" highlights the health risks to children, who are susceptible to the subtle message sent by famous actors and actresses using tobacco on the big screen. View the report at [www.pirg.org/alerts/route.asp?id2=8330%20](http://www.pirg.org/alerts/route.asp?id2=8330%20).

### **Specialists assist younger Tobacco Quit Line callers**

Young callers to the Tobacco Quit Line find a team of adults on the other end of the phone line who are concerned about their well-being, committed to helping them make healthy changes, and cheerleaders for their quit process.

A new procedure is in place for handling youth calls that uses the services of highly trained specialists who like to work with young people and have the ability to relate to them. Specialists receive more than 50 hours of formal instruction and mentoring by experienced staff, testing, and evaluation. Significant focus is placed on program content and telephone interventions. Following training, new specialists spend 15-20 hours providing services to callers under the supervision of an experienced mentor.

Youth specialists report that helping young smokers quit is different from working with adults. The most significant difference is that more time must be spent building trust between the specialist and caller. Teen callers have to sense a connection with the specialist in order to feel comfortable being honest and open about their lives, including their tobacco use.

For more information, contact Tamatha Thomas-Haase at 360-236-3722 or [tamatha.thomas-haase@DOH.wa.gov](mailto:tamatha.thomas-haase@DOH.wa.gov).

### **Trainings for contractors**

The Tobacco Prevention Resource Center launched its 2002-2003 training calendar in October with contractor trainings in Yakima, Seattle, Spokane, and Olympia. Topics included Operation Storefront, cessation, and social marketing. Topics and locations were developed with input from contractors and the program's advisory committee.

Beginning again in January 2003, the Tobacco Prevention Resource Center will offer several trainings per month in counties throughout the state. Trainings will focus on community development and management of coalitions, assessment and evaluation, policy enforcement, youth and family involvement, population-based intervention, and youth access, as well as trainings previously provided.

Two trainings are tentatively scheduled:

*Coalition Building 101: Getting Started*  
Vancouver, January 8, 9 a.m.-1 p.m.

*Youth & Family Involvement*

Moses Lake, January 22, 9 a.m.-1 p.m.

At both trainings, light refreshments will be provided during the break; registration begins at 8:45 a.m.

For more information and to confirm dates and locations, contact LaJuana Locklin at 206-447-9538 or [llocklin@jba-cht.com](mailto:llocklin@jba-cht.com).

### **Tribal tobacco prevention coordinators meet**

Twenty-six tribal tobacco coordinators met October 30 to discuss challenges facing tribal tobacco prevention programs – and possible solutions. The coordinators, from 22 federally recognized tribes, shared materials and activity ideas about youth involvement, cessation, raising community awareness, and building support for tribal tobacco programs.

Staff from the Northwest Portland Area Indian Health Board's Tobacco Prevention Project attended the meeting, held at the SeaTac Doubletree Hotel. The state Tobacco Prevention and Control Program plans to work with Indian Health Board staff to improve support for tribal tobacco prevention programs.

The tribal coordinators will meet next spring for training and continued discussions about improving tribal tobacco prevention efforts.

For more information, contact David Harrelson at 360-236-3685 or [david.harrelson@doh.wa.gov](mailto:david.harrelson@doh.wa.gov).

### **In the news**

#### **Landslide victory for smoke-free restaurants in Florida**

[www.n-jcenter.com/2002/Nov/10/STAT001.htm](http://www.n-jcenter.com/2002/Nov/10/STAT001.htm)

[www.n-jcenter.com/2002/nov/6/flaelec14.htm](http://www.n-jcenter.com/2002/nov/6/flaelec14.htm)

#### **Teens shout warnings on smoking**

[www.tri-cityherald.com/news/2002/1019/story4.html](http://www.tri-cityherald.com/news/2002/1019/story4.html)

#### **World Health Organization releases World Health Report**

[http://story.news.yahoo.com/news?tmpl=story&u=/nm/20021030/hl\\_nm/alcohol\\_tobacco\\_dc\\_2](http://story.news.yahoo.com/news?tmpl=story&u=/nm/20021030/hl_nm/alcohol_tobacco_dc_2)

#### **Smoker awarded \$28 billion by California jury**

[http://www.bloomberg.com/fgc.gi.cgi?T=marketsquote99\\_news.ht&s=APZ3s7hT7UGhp bGlw](http://www.bloomberg.com/fgc.gi.cgi?T=marketsquote99_news.ht&s=APZ3s7hT7UGhp bGlw)